Section 1: Introduction

Course Overview

Take this course to:

1. Grow a Business Online From Scratch
2. Make Money as an Affiliate Marketer
3. Land a High-Paying Job in Digital Marketing
4. Work From Home as a Freelance Marketing

→ Complete this course in sequence to benefit from it's logical order

→ However, each section is designed to be a ***"stand alone course"*** if you want to skip ahead.

Digital Marketing Demystified

Step1: Define a Target Audience

Step 2**:** Attract an Audience with Free Content or Ads

3 Types of Free Content:

-

-

-

Step 3: Make Sales
(email list/retargeting)

Step 4: Measure & Optimize
→ Google Analytics tool
→ Drive more sales!

The Best 5 Digital Marketing Tools

1.

2.

3.

-

4.

5.

Getting Started Checklist

- ❑ Download Notes
- ❑ Read FAQs
- ❑ Access Digital Marketing Toolbox

Summary:

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Section 2: Market Research

Market Research Intro

→ Pain Points & Desires

1. Identify Pain Points
2. Identify Problems & Ideal Outcomes
3. See the Demand

→ Three Simple (Strategic) Questions:

1.

2.

3.

How to Find a Hungry to Buy Audience

Google Forms Survey
simple, built-in analytics, unlimited surveys & responses

→ Short Answer

→ Paragraph

→ Multiple Choice

How to Get Responses to Your Survey

1.

2.

3.

Message Subject Line:
→ (show benefit)

How to Analyze Survey Results

Google Forms → Responses → Google Sheets

→ Google Sheets (filters):

Filter Sheet Responses By _____.

(Identifies problems that are not well solved)

→ Identify Problems:

→ Why Resolve:

Find Needed Products/Services
&
Gather Powerful Sales Copy for Marketing

How to Get Valuable Feedback Without Sending a Survey

1. Talk to People (use survey questions)
   → Biggest Problem
   → Benefit Good Solution
   → Difficulty

2. Facebook Group (search)
   → Key Search Terms:

3. Review Sites & Marketplaces
   → Examples:

Summary:

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Section 3: Set Up a Website

Why Use WordPress vs. Wix, Weebly etc.?

- Popular Website Builder
- Open Source Software
- Tons of Themes & Plug-Ins

How to Get a Free Domain & 60% Off Bluehost

→ Web Hosting
→ Domain Name
Should be:
-
-
-

Package Info:

How to Add Pages, Posts, Menus & Widgets

Change Site Look:
Appearance → Themes

Edit Posts:
Posts → All Posts → Edit
- Change title, content, etc.
- Adjust permalink (manually)

Change Permalink Settings:
Settings → Permalinks → Common Settings "Post Name" → (Save Changes)

Create a New Page:
Pages → Add New → Create Content → Publish

Add a Menu:
Appearance → Menu → Create Menu → Add Pages → Display Location → Save Menu

How to Add a Premium WordPress Theme
→ MyThemeShop.com (excellent support)

How to Upload a MyThemeShop Theme:

How to Improve Your WordPress Security with Plugins
Dashboard → Updates (latest version of WordPress)

Plugins:
→ Add New → Install → Activate

Limit the number of login attempts from a given IP range with the "_____" plugin.

(adjust plugin functionality in settings)

How to Activate Your Free SSL Certificate
Bluehost → My Sites → Manage Site → Security → Free SSL Certificate (enable)

Why an SSL Certificate is Important**:**

How to Set Up Addresses for Your Business
Bluehost → Email (sidebar) → Add Email Account

Forward Emails:
Email → Forwarders → Add Forwarder

Summary:

Section 4: Email Marketing

Why Market Your Business with Email

Email Lists → * High Conversion Rate*

Can be Used to:

MailChimp Account Setup *(analytics available)*

- Lists → "Create List" (send an email to the entire list)
- Verify Email
- Import Contacts

Remind people how they signed up to your list, with the phrase:

Add Opt-Ins & Pop-Ups to Your Website

Mail Chimp → Select List → "Signup Forms" → Embedded Forms → Adjust Settings → Copy/Paste Code

How to Add Code to WordPress Site

Appearance → Widgets → Add Custom HTML to Sidebar → Copy/Paste Code

Email Signup Form - Subscriber Pop-up

→ Copy & Paste the Code from MailChimp into Site

Appearance → Theme Options → _____ Code

MailChimp Support Guides Available

Collect Emails Without a Website

→ Create Link

How to Set Up the Email Subscribe List:

Create an Email Campaign with MailChimp

"Create Campaign" → "Create an Email" → Campaign Name → Begin

Tracking:

**Before You Send Out Any Emails:*

Writing Email Subject Lines

→ Model successful subject lines

Tips & Examples (Good/Bad):

Email Marketing Analytics

→ Find ways to improve!

Summary:

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Section 5: Copywriting

The "AIDA" Formula

→ Copywriting Formula that Works for:

- Sales Pages
- Blog Posts
- Emails
- Video Scripts
- Facebook Ads
- Google Ads
- & More!

The AIDA Formula

A ← Attention
I ← Interest
D ← Desire
A ← Action

11 Tips

1. Start with **NUMBERS**
2. Use "How-To"
3. Flag **Common Mistakes**
4. Ask **Questions (?)**
5. Use Punctuation
6. Be **Specific**
7. Use the **5Ws**
   - Who, What, When, Where, Why!
8. Headline Length
9. Use **Images**
10. Model the Best
11. Practice

Flip Features into Benefits

Sell the Result

Feature	Benefit

→ "So What" Test

5 Tips - Calls to Action (CTA)

1. On Every Page
2. Start with Verbs
3. Create Urgency
4. Visibility
5. Lower Risk

CTA Verbs

Urgency Phrases

Write Like Your Customer Talk

→ Use Pain Points & Desires

Find These in:

1. Surveys
2. Social Media
3. Reviews

Summary:

Section 6: SEO Checklist

- ❑ 1. Research the Importance of SEO Traffic in Your Niche
- ❑ 2. Measure 5 SEO Performance Metrics
- ❑ 3. Optimize Your Homepage
- ❑ 4. Verify Your Site
- ❑ 5. Increase Website Speed
- ❑ 6. Take the Google Friendly Test
- ❑ 7. Do Keyword Research
- ❑ 8. Brainstorm Keyword Ideas
- ❑ 9. Narrow Down Your Keyword List
- ❑ 10. Access Keyword Competition & Choose Target Keywords
- ❑ 11. Write Title Tags Optimized for Search Engines
- ❑ 12. Increase Click-Through Rate with Meta Descriptions
- ❑ 13. Optimize Images for Google Search Image Results
- ❑ 14. Optimize Heading Tags, Outgoing/Internal Links, Etc.
- ❑ 15. Get Backlinks that Matter
- ❑ 16. Contact Authoritative Sites for Links
- ❑ 17. Create Quality Content that Naturally Gets Links
- ❑ 18. Use Authority Sites to Reach the Top of the Search Results
- ❑ 19. Use “The Poster Boy Formula”
- ❑ 20. Build-Up Good Reviews for Local SEO
- ❑ 21. Create/Optimize All Online Profiles for Local SEO
- ❑ 22. Respond to Negative Reviews for Local SEO
- ❑ 23. Get Long-Term Traffic

Section 7: YouTube Marketing

YouTube Marketing Strategy

3 Types of Videos:

1.

2.

3.

Find Video Ideas with Competitor Analysis

→ Find competitors

→ Sort by "most _____"

→ Look for types of videos that you could make that are proven _____ .

Find Video Ideas with Keyword Research

→ Competitiveness

Determining Factors:

Find Video Ideas with Keyword Research

→ TOOLS

Google Keyword Planner:

Keywords Everywhere:

YouTube Account Setup

(Create business account with personal account)

YouTube Account Optimization

→ "Customize Channel"

YouTube Banner

→ "YouTube Channel Art" from _____ .com

→ Hover downloadable _____ over banner to test dimensions!

YouTube Channel Tags

→ No tags by default

Add Them Manually by:

separate keywords with _____.

YouTube SEO

TIPS:

Tag Generator:

Enable Custom Thumbnails

→ Get more views & have a consistent brand

Enable Steps:

YouTube Thumbnails (Canva)

Summary:

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Section 7: YouTube Marketing

YouTube Cards
→ (Added ***after*** video is created)

YouTube Comments
→ "Pin" Important Comments

How to Block Links:

Manage Multiple YouTube Accounts

YouTube Monetization
→ Must apply
→ Minimum watch hours and minimum # of subscribers

YouTube VidIQ
Useful Information Displayed:

Increase YouTube Subscribers by 400%
prompt subscription

YouTube Ads
→ Google AdWords
(Create an account or sign-in)

Settings to Potentially Adjust:

Narrow Your Targeting (optional):

YouTube Analytics

Top 10 Reports/Metrics:

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Summary:

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Section 8: Facebook Marketing

Why Market Your Business on Facebook
5 Reasons:

1.
2.
3.
4.
5.

Facebook Page Setup
(Business page is created inside personal profile)

Setup:

Facebook Icon

Facebook Cover Image
Ways to Use the Cover Image:

→ Add in website link for “Learn More” button

Facebook Page Description
About Section:

Facebook - What to Post?
→ Hide less valuable content from timeline
Content Ideas:

8 Tactics to Get Your First Page Likes

1.
2.
3.
4.

5.
6.
7.
8.

Secrets Way to Boost Page Likes

Facebook Competitions/Contests
→ Incentive to engage

Facebook Guidelines:

Facebook Groups
Find Groups:

How to Link Your Product/Service/Site:

Facebook Live

(Replay available on timeline)

Manage Multiple Facebook Pages
Add an Admin:

Facebook Comments & Reviews

Respond to negative reviews

Facebook Insights

Facebook Insights

Key Reports:

Summary:

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Section 9: Twitter Marketing

What You Will Learn?

Twitter Profile Setup
Sign Up:

(Don't forget to confirm your email)

Twitter Accounts to Follow
Find Top Influencers:

Things to Model:

Twitter Profile Optimization
Edit Profile:

Twitter Features
5 Ways to Communicate on Twitter:

1.
2.
3.
4.
5.

Twitter Help Center - For Questions

Twitter - What to Post?
Content Ideas:

Twitter Followers

Target Engaging Followers

Twitter Hashtags
→ Increase visibility of tweets

Twitter Polls (good for engagement!)

Pinned Tweets

Twitter Customer Acquisition
Find Customers by:

Twitter @Mention Influencers
→ Results & Testimonials

Twitter on Your Website
Types of Buttons:

(traffic can follow without leaving site)

Twitter Analytics
Select Profile Image → Analytics

Summary:

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Section 10: Quora Marketing

Why Market Your Business on Quora

→ Drive website traffic & generate _____.

one of the largest question and answer websites

Quora Marketing Strategy

Quora Account Setup

→ Create Account

Select Interests → Topics You're Knowledgeable of

Quora Account Optimization

→ Edit Profile

Build a List of Questions to Answer

How to Find these Questions:

How to Determine Competitiveness:

Format Your Answers for Maximum Clicks

TIPS:

Quora Promotion

Share Link Through:

Key TIP: "Upvote this answer if you find it helpful."

Find Blog Post Ideas with Quora

Find valuable language!

Quora Business Page Setup

Advantages:

How to Create the Topic:

Quora Analytics

Quora Stats:

Google Analytics:

Summary:

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Section 11: Google AdWords / Ads

Market Your Business with Google AdWords

Three Key Benefits:

1.
2.
3.

Google AdWords & Facebook Ads Comparison:

How Google Ads Work

→ Self-Serve Auction System

Ad Rank:

Quality Score:

-
-
-

Analyze Your PPC Competition

SpyFu (Tool):

Google Ads Account Setup

Select the Right Campaign Type

Campaign Types:

Determine Bids & Budgets

→ Manual CPC recommended to start

Bidding Types:

Target Your Audience

5 Ways to Target:

1.
2.
3.
4.
5.

Location & Language Settings:

Advanced Campaign Settings

Settings to Adjust:

Extensions:

Choose Profitable Keywords

How to Find & Choose Keywords:

Match Types:

Write Ads that Grab Attention:

***Before an ad can go live:**
→ Google must manually approve it & your billing information must be provided!

Summary:

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Section 12: Google Analytics

Introduction
→ measure/manage performance

Google Analytics Overview

How to Set Up Google Analytics & Install the Tracking Code on Your Website

3 Ways to Install Tracking Code:

How Google Analytics Works
After Tracking Code is Set Up:

Cookies:

How to Add Backup Views

always maintain a "raw data view"

How to Add Filters to Reporting Views
→ Set up filter to exclude your views

How to Set Up Goals in Google Analytics
→ Measure how often users complete specific actions, called conversions

How to Set Up Ecommerce Tracking in Google Analytics
Step 1:

Step 2:

Last Step:

Main Tools for Analysis

How to Analyze Real Time Reports
Google Analytics → Reports → "Real-Time"
Reports:

How to Analyze Audience Reports
Enable Demographics:

Interests:

Geo:

How to Analyze Acquisition Reports
→ Compare the performance of marketing channels

Summary:

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Section 12: Google Analytics

How to Analyze Behavior Reports
3 Key Reports:

How to Analyze with Segments
→ Compare subset of data to the total data set

How to Track Marketing Campaigns with Campaign Tagging
→ See the impact of email, tweet, or FB posts

How to Use Benchmarking Reports to Grow a Business
→ Compare your website with competitor websites

these reports must be enabled!

How to Set Up Custom Dashboards for In-Depth Analysis
Customization → Dashboards

How to Set Up Event Tracking in Google Analytics

How to Set Up Custom Alerts for Traffic Spikes/Drops
→ Fix problem or capitalize on opportunity
How to Create an Alert:

Alert Conditions:

How to Remove Spam Traffic from Google Analytics
Acquisition → Referrals

How to Create a Filter to Get Rid of Spam:

Use Machine Learning to Understand Your Data (Analytics Intelligence)
Useful Capabilities:

How to Manage Multiple Google Analytics Accounts
Admin Section → User Management

(Must be Google Analytics account admin to do this)

How to Link Google AdWords to Google Analytics
→ Track activity of website traffic from Google AdWords

Don't forget to review all the resources for Section 12: Google Analytics!

Summary:	

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Section 13: Instagram Marketing

Instagram Business Account Setup → Add up to 5 business accounts!	**Follow These Instagram Accounts** → Click account drop down to find similar accounts
Instagram Profile Image Edit Profile → Change Profile Photo TIPS:	**Instagram Bio**
Instagram Content Creation → Download the _____ app!	**Instagram Reposting** → Download the _____ for Instagram app!
Instagram Followers Hack Why You Shouldn't Buy Followers: How to Funnel Followers:	**Instagram Hashtags** → **It's difficult to gain attention on popular hashtags**
Instagram Stories → Only seen for up to 24-hours → You need 10K followers in order to be able to links in your story	**Instagram @Mention Influencers** Content Influencers Will Want to Repost: (one of the fastest ways to grow on Instagram)
Instagram Spam (reduce spam) Turn Off Comments: Story Settings: Comments:	**Instagram Analytic** → You need 100 followers before demographics are shown Metrics: (determine what content is being successful & repeat)
Shopping on Instagram → Sell directly to customers!	**Shopping on Instagram** How this Works:

Instagram _____ taking a cut of these transactions.	*Check out instructions on enabling feature in resources!*
Summary:	

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Section 14: Pinterest Marketing

Why Market Your Business on Pinterest Benefits to Marketing on Pinterest: Pinterest Users: Business Profiles:	**Pinterest Account Setup** → Personal Pinterest account can be converted into a business profile Benefits of Having a Business Profile:
Pinterest Accounts to Follow How to Find Accounts to Model:	**Pinterest Account Optimization** Profile Image: Business Name/Username: About You Section:
Pinterest Account Verification Benefits for Claiming Your Website: How to Verify Your Website (WordPress): Pinterest Help Center (Instructions)	**Pinterest Boards** Purposes of Boards: How to Name Boards & Content to Put into a Board: How to Create a Board:
Pinterest Followers → Follow 200 new people per day (max) **Pinterest Chrome Extension (Free)**	**Pinterest Graphics** → Increase traffic

Summary:

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Section 15: LinkedIn Marketing

LinkedIn Account Setup & Optimization

Image:

Headline:

Summary (section):

Custom URL:

LinkedIn Connections Hack

Second Degree Connections:

Target with Filters:

LinkedIn InMail Hack

Send Messages Without a Fee:

LinkedIn Viral Posts

→ Create a viral post to grow connections

LinkedIn Blog Traffic

Content to Publish:

Strategy to Gain Traffic:

LinkedIn Groups

How to Create a Group:

Find People to Join Group:

LinkedIn Company Page Setup

Create the Page:

Other Features:

LinkedIn Ad Credits ($50 Free)

Can be Used to:

Summary:

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Section 16: Facebook Ads

7 Keys to Facebook Advertising Success

1.
2.
3.
4.
5.
6.
7.

Facebook Success Stories

4 Case Studies:

How to Set Up an Advertising Account

Add an Admin to the Page:

Boost Posts vs. Ads Create Tool vs. Power Editor

Boost Tool (easiest & fastest):

Ads Create Tool:

Power Editor (more technical):

Key Ad Policies (Facebook & Instagram)

Ad Review Process:

Prohibited:

Facebook Ad Structure

The 3 Levels:

1.
2.
3.

Create Your First Ad - Choose a Campaign Objective

Consideration:

Conversion:

Targeting by Location & Demographics

See Who Your Audience is:
→ Facebook Insights
→ Google Analytics

Targeting by Interests

Adding interests increases potential reach!

Targeting by Behaviors & Connection

Behavior:

Connections:

Ad Placements

FB feeds get a lot of click-throughs & engagement

Budgets

Recommends: leaving "Bid Amount" at "Automatic"

Ad Creative

→ Using an existing post will show all post engagement (social proof)

Tips to Write a Winning Ad

Find Language You Like:

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Section 16: Facebook Ads

Place Ad Order *Notification by email if changes need to be made*	**Key Advertising Terms**
Ad Reporting → Select “Breakdown” to single out the results of individual factors (ex. gender, ad location, etc.)	**How to View Your Billing Summary** *“Billing & Payment Methods”*
Facebook Pixel How to Create a Pixel:	**Website Custom Audiences** → Retargeting & Remarketing Custom Audience Sources:
Email List Custom Audience **FB custom audience isn’t automatically updated as subscribers are added**	**Page Engagement Custom Audiences** This Audience Can be Used to:
Video Views Custom Audience (Don’t need a lot of engagement)	**Lookalike Audiences** → SCALE in a targeted way!
Page Likes with Custom Audiences → “Like this page to get ‘blank’ in your newsfeed” How to:	**Video Ads** 3 Tips to Create Powerful Video Ads:
Lead Ads Objective: Case Study: Set Up:	**Instagram Ads** *Video campaigns for Instagram have a 60 sec max!*

Summary:

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Section 16: Facebook Ads

Dynamic Ads for Ecommerce
→ Personalized FB adverts without manual work

Collection Ads for Ecommerce
→ Pairs video or photo with four product images

Case Study:

Canvas (customizable advert format)
Objectives It's Available for:

Case Study:

Offer Claim Ads (deals & discounts)

Local Awareness Ads
Call-to-Action Buttons:

Local Awareness Vs. Store Visits:

Event Response Ads (promote event)
Create Event:

After Event is Created:

Power Editor (alternative ads create tool)
Additional Features & Manage in Bulk

How to Sort Through Data:

How to Edit Ads:

Easy Split Testing with Power Editor
→ Quicker than ads create tool

Bulk Manage with Power Editor
Bulk Edit Multiple Campaigns:

Business Manager
Allows You to:

Create a Business Manager Account:

Add a New Page:

Business Manager - Roles & Permissions
Business Settings → People Tab → Add New People

Custom Conversions & Standard Events

Facebook Marketing Partners (FMP's)
→ Marketing partners with additional technology features or services that are built on top of the FB platform.

Specialties:

How to Start a Facebook Ads Business
2 Online Marketplaces:

Suggestions/Tips:

Summary:

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Section 17: App Marketing

App Store Market Research → Find the demand → Find why people like/dislike apps	**43 Ways to Promote Your App** Key Points:
Facebook Ads: App Install & Engagement Ads 2 Objectives of App Marketing: Take-Aways from the Case Studies: Setup Process:	**Google Ads: App Install & Engagement Ads** Setup: *You only pay when someone installs your app (AdWords)*

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(Section 18 - Access to Old Content)

Section 19: Conclusion

12 Key Takeaways from This Course 1. 2. 3. 4. 5. 6.	7. 8. 9. 10. 11. 12.
How to Get Your Certificate of Completion → Instructions	**Best Selling Courses for Just $9.99!** Take any of these courses risk-free with a 30-

	day money back guarantee!

Summary: